AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method for making a recommendation in a lifestyle recommendation machine, the method comprising ~~the steps of~~:

providing a celebrity profile of a celebrity to a user;

making a recommendation to the user for an item, service, and/or event based on the celebrity profile; and

reporting the recommendation to the user through the celebrity while simultaneously displaying an image of the celebrity.

2. (Original) The method of claim 1, wherein the recommendation is a recommendation of television programming.

3. (Cancelled)

4. (Currently Amended) The method of claim 1, wherein the image is a video of the celebrity and the reporting ~~step~~ comprises playing accompanying audio which announces the recommendation.

5. (Previously presented) The method of claim 1, wherein the image is a still image of the celebrity.

6. (Currently Amended) The method of claim 5, wherein the reporting ~~step~~ further comprises displaying a textual message which announces the recommendation.

7. (Currently Amended) The method of claim 5, wherein the reporting ~~step~~ further comprises playing accompanying audio which announces the recommendation.

8. (Currently Amended) A lifestyle recommendation device comprising:

means for obtaining a celebrity profile of a celebrity from an external source and storing the celebrity profile on the lifestyle recommendation device;

means for ~~providing a~~ a user selecting the celebrity profile ~~of a celebrity to a user~~ from one or more stored celebrity profiles;

means for making a recommendation to the user for an item, service, and/or event based on the celebrity profile; and

reporting means for the lifestyle recommendation device reporting the recommendation to the user through an image of the celebrity while simultaneously displaying ~~an~~ the image of the celebrity.

9. (Original) The device of claim 8, wherein the lifestyle recommendation device is a television programming storage device.

10. (Cancelled)

11. (Currently Amended) The device of claim 8, wherein the image is a video of the celebrity and the reporting ~~step~~ means comprises playing accompanying audio which announces the recommendation.

12. (Previously presented) The device of claim 8, wherein the image is a still image of the celebrity.

13. (Original) The device of claim 12, wherein the reporting means further comprises means for displaying a textual message which announces the recommendation.

14. (Original) The device of claim 12, wherein the reporting means further comprises means for playing accompanying audio which announces the recommendation.

15. (Currently Amended) A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform a method steps for making a recommendation in a lifestyle recommendation machine, the method comprising the steps of:

downloading a celebrity profile of a celebrity from an external source and storing the celebrity profile on the lifestyle recommendation machine;

selecting by a user the celebrity profile from one or more stored celebrity profiles;

providing a celebrity profile of a celebrity to a user;

making a recommendation to the user for an item, service, and/or event based on the celebrity profile; and

the lifestyle recommendation machine reporting the recommendation to the user through an image of the celebrity while simultaneously displaying anthe image of the celebrity.

16. (Currently Amended) A computer program product embodied in a computer-readable medium for making a recommendation in a lifestyle recommendation machine, the computer program product comprising:

computer readable program code means for downloading a celebrity profile of a celebrity from an external source and storing the celebrity profile on the lifestyle recommendation machine;

computer readable program code means for selecting by a user the celebrity profile from one or more stored celebrity profiles;

computer readable program code means for providing a celebrity profile of a celebrity to a user;

computer readable program code means for making a recommendation to the user for an item, service, and/or event based on the celebrity profile; and

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computer readable program code means for reporting the recommendation to the user through a still image of the celebrity while simultaneously displaying ~~an~~the still image of the celebrity.

17. (Currently Amended) A method for making a recommendation in a lifestyle recommendation machine, the method comprising ~~the steps of~~:

substituting a user profile based on explicit and/or implicit directions of a user with a ~~celebrity~~ profile of a synthetic celebrity or a fictitious character played by a real celebrity;

making a recommendation for an item, service, and/or event based on the ~~celebrity~~ profile of the synthetic celebrity or fictitious character; and

reporting the recommendation to the user through the synthetic celebrity or fictitious character ~~while simultaneously displaying an image of the celebrity~~.

18. (Currently Amended) The method of claim 17, wherein the substituting ~~step~~ comprises downloading the ~~celebrity~~ profile of the synthetic celebrity or fictitious character from an external source.

19-20. (Cancelled)

21. (Currently Amended) The method of claim 17, ~~wherein the image is~~ further comprising displaying a video of the synthetic celebrity or fictitious character and ~~the reporting step comprises~~ playing accompanying audio which announces the recommendation.

22. (Currently Amended) The method of claim 17, ~~wherein the image is~~ further comprising displaying a still image of the synthetic celebrity or fictitious character simultaneously with the reporting.

23. (Currently Amended) The method of claim 17, wherein the reporting ~~step~~ further comprises displaying a textual message which announces the recommendation.

24. (Currently Amended) The method of claim 17, wherein the reporting ~~step~~ further comprises playing accompanying audio which announces the recommendation.

25. (New) The method of claim 1, wherein the reporting is performed by the lifestyle recommendation machine through an image of the celebrity while simultaneously displaying the image of the celebrity.

26. (New) The method of claim 25, wherein the image of the celebrity is a still image.